

Strategic Plan 2015-2020 Monthly Report

Strategic Area of Focus 1: Community *Provide excellent service to our members and the community to inspire lifelong learning*

Objectives		Date Due	Progress / Date	Who	Resource Needs
1.1	<i>Make more resources available to members</i>				
1.1 a	Increase the materials budget	continuous			
1.1 b	Work with CCRLS to leverage more online, system-wide resources	continuous	CCRLS looking at Hoopla and NY Times online (Dec. 2015)	Leah	
1.2	<i>Revise the non-resident fee information (to Dundee and rural residents) to present it in a more positive light and include multiple services available</i>				
1.2a	Develop a new brochure	2016			
1.2 b	Start a fundraising campaign for scholarship funds for non-resident households with at least \$1,000 annually	2016			
1.3	<i>Expand Hours, looking at creative ways to do so</i>				
1.3 a	Get community input on Sundays or Mondays, evenings, etc.				
1.3 b	Work with the city to prioritize additional hours	Continuous	Put together proposal for adding 5 hrs Sat til 5 Wed til 8 (Nov, 2015)	Leah	
1.4	<i>Actively participate in the Newberg Cultural District, considering the library's goals and needs</i>				
1.4 a	Advocate for replacing the Annex with a performance stage including storage, green room, public restrooms, etc.	As needed			
1.5	<i>Partner with the Historical Society, Historical Commission. Newberg Graphic and GFU archivist to increase local history resources</i>				
1.5 a	Raise funds for and make the Newberg Graphic 1899-1922 available online by 2017	2017	Received \$1,00 grant from YCCC. Press Release for Graphic completed (Nov/Dec, 2015)	Leah	

1.6	Increase library staff involvement with community groups/activities outside the library				
1.6 a	Report to the board on library staff community connections in 2016	2016	Leah-Rotary Cynthia-Community Coalition		
1.6 b	Support staff involvement with appropriate support for dues and work time	continuous	City will support Leah's Rotary dues in 2016		
1.7	Work with local and regional agencies to develop a megaquake disaster plan for the NPL and determine how we can serve the community in a disaster				
1.7 a	Participate in the Oregon Shake Out program each October	October			
1.7 b	Develop a plan by 2018	2018			

Strategic Area of Focus 2: Programming *Work to continually refresh and diversify programming for the community (members and non-members alike) as well as create engaging marketing and communication methods*

	Objectives	Date Due	Progress	Who	Resource Needs
2.1	Identify programming partners such as the Cultural Center, PCC, community supported agriculture, the local wine industry, etc.				
2.1 a	Evaluate providing fee-for-service child-care for events such as "Date Night", First Friday etc.	continuous			
2.1 b	Partner with at least four groups each year	continuous	Cultural Center for Tree Lighting (Dec. 2015)		
2.2	Coordinate more library-wide programs between individual divisions				
2.2a	Plan at least one series and one coordinated theme for programming each year.	continuous			
2.3	Analyze programming for effectiveness based on outcomes, costs, and attendance				
2.3 a	Develop an online report from to analyze outcomes	2016	Doing research (Dec 2015)		

Strategic Area of Focus 3: Promote *Create new and workable methods to share library services with the entire community.*

	Objectives	Date Due	Progress	Who	Resource Needs
3.1	Look for ways to generate "excitement"				

3.1 a	Make this a topic for each staff meeting	continuous			
3.1 b	Provide at least one "exciting" activity each quarter	continuous	Tree Lighting (Dec 2015)		
3.1 c	Identify "exciting" partners and opporutnities	continuous			
3.2	<i>Create a library brand that reflects this excitement and ensure consistency in advertisements, windows, and interior signage</i>				
	<i>print pieces etc.</i>				
3.2a	Develop a new brand, logo, window displays	2016			
3.2 b	Refresh the welcome brochure with the new brand	2016			
3.2c	Revise signage to reflect the new brand	2017			
3.3	<i>Explore different avenues of promotion</i>				
3.3 a	For example: partner with local realtors to ensure their new-to-Newberg clients know about the library with a variety of communication methods	Start in 2016			
3.4	<i>Promote the library to non-members (e.g. college students for pleasure reading, etc.)</i>				
3.4 a	Use social media to continuously promote library services		Weekly Facebook postings Lots of posting for Tree Lighting (Dec. 2015)		

Strategic Area of Focus 4: Technology

Create better technology solutions for members, community and staff to enhance service and communication

	Objectives	Date Due	Progress	Who	Resource Needs
4.1	<i>Investigate Makerspace options and implement as appropriate</i>				
4.1 a	Investigate and if appropriate, add a 3D printer and/or Maker Boxes (kits of tools and supplies to allow members to try out various maker activities i.e. knitting, robotics, cooking) starting in 2016 with the assistance of volunteers and/or interns	2016	Ukulele team est. to start ukulele lending (Dec. 2015)		
4.1 b	Consider offering/participating in a Maker Faire in 2017	2017			
4.2	<i>Provide training with Book A Librarian or Genius Bar concepts to provide members and the community with opportunities to improve their technology skills</i>				

4.2a	Develop these training tools	2016		
4.3	<i>Develop and utilize a technology plan that includes replacing computers and adding new technology such as a public scanner, e-readers and laptops</i>			
4.3 a	Complete a technology plan by the end of 2016 as part of The Edge program offered through the Oregon State Library	2016	In Progress (Dec. 2015)	

Strategic Area of Focus 5: Building/Facility *Provide a safe, well-maintained, and welcoming facility that encourages community use*

Objectives		Date Due	Progress	Who	Resource Needs
5.1	<i>Review and reconfigure upstairs workrooms, the help desk and public computing</i>				
5.1 a	Install a new upstairs service desk	2016	Getting quote (Dec 2015)	Leah	
5.1 b	Revise Public computing areas	2016	New tables arrived (Dec. 2015)	Leah	
5.1 c	Review and rearrange all work areas	2019			
5.2	<i>Make improvement to landscaping, considering the Cultural District needs as well as ease of maintenance</i>				
5.2a	Work with City Public Works as well as the Cultural District Board on a continuing basis	continuous			
5.3	<i>Maintain the Physical Structures</i>				
5.3 a	Repair outside brick work, trim etc.				
5.3 b	Paint interior of Carnegie				
5.3 c	Maintain a regular cycle for building improvements				
5.3 d	Improve interior janitorial service				
5.3 e	Maintain a regular cycle for building inspections and repairs				
5.4	<i>Develop 211 N. School for delivery location and staff parking</i>				
5.4 a	Find funds to demolish and then build a parking lot/delivery area	2018			Leah
5.5	<i>Maintain 211 N. Howard (Library Annex) until it is removed for Cultural District stage</i>				
5.5 a	Work with the Cultural District, the City and CPRD for the revisions				

Strategic Area of Focus 6: Operations *Improve Operational Efficiencies*

Objectives		Date Due	Progress	Who	Resource Needs
6.1	<i>Cross-train staff to break down division silos and increase efficiency</i>				
6.1 a	Train all staff to perform basic check out operations	continuous			
6.1 b	Train all staff in basic reference interview techniques	continuous			
6.2	<i>Provide opprotunities for staff to develop additional skills</i>				
6.2a	Provide staff the time to participate in webinars and other training opportunities at a rate of at least 1 hour per month				
6.3	<i>Revise circulation area for better efficiency for members and staff</i>				
6.3 a	Establish member self-pick-up of holds areas	2016			
6.3 b	Add additional self-check capacity	2017			
6.3 c	Install RFID with CCRLS taking the lead	2017			
6.4	<i>Review staffing levels as self-check, self pick up of holds and retirements occur that change operations and resources</i>				
6.4 a	Revise job descriptions and responsibilites as retirements and staffing changes occur	2016-17			
6.5	<i>Develop a volunteer recruitment program for volunteers with specific job descriptions and skills</i>				
6.5 a	Develop the Summer Internship program for the 2016 season	2016			
6.5 b	Develop "job ads" for specific volunteer tasks	2017			
6.6	<i>Expand sources of funding</i>				
6.6 a	Pursue at least two grants per year	continuous	Received YCCC grant for newspaper digitization (Dec. 2015)		
6.6 b	Pursue putting the Carnegie Library on the Historic Registry to be eligible for grants	continuous			
6.6 c	Provide excellent service to our members and the community to inspire lifelong learning	continuous	Foundation received \$140,000 gift		
6.6 d	Develop a spring and summer book drive program with the Library Friends each year to increase their stock and subsequent sales	continuous			